

ORDER



Orders
Order / Rev: 56601
Alt Order #:
Product Desc: HERBERT-SPOT TV-GENERAL :30
Estimate: 400-400
Flight Dates: 09/24/12 - 11/04/12
Original Date / Rev: 09/14/12 / 09/14/12
Order Type: GENERAL

KTVX-TV

Primary AE: Office Accounts
Sales Office: SLC
Sales Region: Local

Agency Name: R&R Advertising
Buying Contact:
Billing Contact:
 900 So. Pavilion Center Dr.
 Las Vegas, NV 89144

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Gov. Gary Herbert
Demographic: HH
Product Codes: Governor
Priority: P-3
Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Hiatus: 10/01/12-10/07/12

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	13	\$3,270.00	\$2,779.50
10/01/12	10/28/12	39	\$11,110.00	\$9,443.50
10/29/12	11/02/12	13	\$5,300.00	\$4,505.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	13	\$3,270.00	\$2,779.50	13.40
October 2012	39	\$11,110.00	\$9,443.50	40.20
November 2012	13	\$5,300.00	\$4,505.00	13.40
Totals	65	\$19,680.00	\$16,728.00	67.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Office Accounts			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KTVX	09/24/12	10/26/12	M-F 6a-630a GMU M-F 6a-630a GMU	CM	6a-630a	MTWTF--	:30	2	\$135.00	P-2	0.70	NM	8	\$1,080.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWTF--					2	\$135.00		0.70			
		Week: 10/01/12	10/07/12	-----					0	\$135.00		0.70			
		Week: 10/08/12	10/14/12	MTWTF--					2	\$135.00		0.70			
		Week: 10/15/12	10/21/12	MTWTF--					2	\$135.00		0.70			
		Week: 10/22/12	10/28/12	MTWTF--					2	\$135.00		0.70			
N 2	KTVX	10/29/12	11/02/12	M-F 6a-630a GMU M-F 6a-630a GMU	CM	6a-630a	MTWTF--	:30	2	\$250.00	P-1	0.70	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--					2	\$250.00		0.70			
N 3	KTVX	09/24/12	10/26/12	M-F 630a-7a GMU M-F 630a-7a GMU	CM	630a-7a	MTWTF--	:30	2	\$150.00	P-2	0.70	NM	8	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWTF--					2	\$150.00		0.70			
		Week: 10/01/12	10/07/12	-----					0	\$150.00		0.70			
		Week: 10/08/12	10/14/12	MTWTF--					2	\$150.00		0.70			
		Week: 10/15/12	10/21/12	MTWTF--					2	\$150.00		0.70			
		Week: 10/22/12	10/28/12	MTWTF--					2	\$150.00		0.70			
N 4	KTVX	10/29/12	11/02/12	M-F 630a-7a GMU M-F 630a-7a GMU	CM	630a-7a	MTWTF--	:30	2	\$250.00	P-1	0.70	NM	2	\$500.00

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 Flight Dates: 09/24/12 - 11/04/12

Advertiser: Gov. Gary Herbert
 Product Desc: HERBERT-SPOT TV-GENERAL :30
 Estimate: 400-400

KTVX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	KTVX	10/29/12	11/02/12	M-F 630a-7a GMU M-F 630a-7a GMU	CM	630a-7a	MTWTF--	:30	2	\$250.00	P-1	0.70	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--		2			\$250.00			0.70			
N 5	KTVX	09/24/12	10/26/12	Good Morning America GMA 7a-9a	CM	7a-9a	MTWTF--	:30	3	\$200.00	P-2	1.00	NM	12	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWTF--		3			\$200.00			1.00			
		Week: 10/01/12	10/07/12	-----		0			\$200.00			1.00			
		Week: 10/08/12	10/14/12	MTWTF--		3			\$200.00			1.00			
		Week: 10/15/12	10/21/12	MTWTF--		3			\$200.00			1.00			
		Week: 10/22/12	10/28/12	MTWTF--		3			\$200.00			1.00			
N 6	KTVX	10/29/12	11/02/12	Good Morning America GMA 7a-9a	CM	7a-9a	MTWTF--	:30	3	\$300.00	P-1	1.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--		3			\$300.00			1.00			
N 7	KTVX	09/24/12	10/19/12	ABC4 News at 4p ABC4 News at 4p	CM	4p-430p	MTWTF--	:30	2	\$250.00	P-2	1.20	NM	6	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWTF--		2			\$250.00			1.20			
		Week: 10/01/12	10/07/12	-----		0			\$250.00			1.20			
		Week: 10/08/12	10/14/12	MTWTF--		2			\$250.00			1.20			
		Week: 10/15/12	10/21/12	MTWTF--		2			\$250.00			1.20			
N 8	KTVX	10/22/12	11/02/12	ABC4 News at 4p ABC4 News at 4p	CM	4p-430p	MTWTF--	:30	2	\$400.00	P-1	1.20	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--		2			\$400.00			1.20			
		Week: 10/29/12	11/04/12	MTWTF--		2			\$400.00			1.20			
N 9	KTVX	09/24/12	10/19/12	ABC4 News at 5p ABC4 News at 5p	CM	5p-530p	MTWTF--	:30	2	\$250.00	P-2	1.30	NM	6	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWTF--		2			\$250.00			1.30			
		Week: 10/01/12	10/07/12	-----		0			\$250.00			1.30			
		Week: 10/08/12	10/14/12	MTWTF--		2			\$250.00			1.30			
		Week: 10/15/12	10/21/12	MTWTF--		2			\$250.00			1.30			
N 10	KTVX	10/22/12	11/02/12	ABC4 News at 4p ABC4 News at 4p	CM	4p-430p	MTWTF--	:30	2	\$400.00	P-1	1.30	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--		2			\$400.00			1.30			
		Week: 10/29/12	11/04/12	MTWTF--		2			\$400.00			1.30			
N 11	KTVX	09/24/12	10/19/12	ABC4 News at 10pm M-EM M-F 10p-1036p		10p-1036p	MTWTF--	:30	2	\$550.00	P-2	1.30	NM	6	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWTF--		2			\$550.00			1.30			
		Week: 10/01/12	10/07/12	-----		0			\$550.00			1.30			
		Week: 10/08/12	10/14/12	MTWTF--		2			\$550.00			1.30			
		Week: 10/15/12	10/21/12	MTWTF--		2			\$550.00			1.30			
N 12	KTVX	10/22/12	11/02/12	ABC4 News at 10pm M-EM M-F 10p-1036p		10p-1036p	MTWTF--	:30	2	\$900.00	P-1	1.30	NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--		2			\$900.00			1.30			
		Week: 10/29/12	11/04/12	MTWTF--		2			\$900.00			1.30			
													Totals	65	\$19,680.00